ClickDimensions

# The Value of Native for Microsoft Dynamics:

The Critical Importance of Integrated Marketing Technology and CRM for IT and Marketing Teams

There are more than 8,000 marketing technologies on the market today. With so many choices, as organizations look for new marketing solutions or re-evaluate existing ones, the tendency for the technologies to look the same becomes a very real challenge. That's when it becomes vitally important to go beyond common considerations like features and annual pricing.

Another question often on the minds of MarTech buyers who are also Microsoft Dynamics users is this: How well does this marketing technology solution integrate with Dynamics? While it is a prevalent question, it is one that deserves more weight and clarity in the buying process.

There is a significant difference between a marketing solution that is merely integrated with and one that is natively built within Microsoft Dynamics. These differences in architecture make for vast differences in results. This can have a tremendous impact on entire organizations, but particularly for IT and marketing departments, as they have direct roles in implementing, maintaining and using the solution. In this white paper, we explore why native integration between MarTech and CRM is so critical for IT and marketing teams today and why it should move to the forefront of buying process considerations.
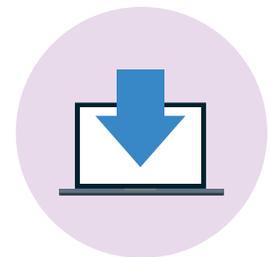
Integrating disparate systems is reportedly a major challenge in marketing technology success for 56% of B2B marketers – ClickDimensions and Ascend2

The Value of Native CRM and MarTech Integration for IT

As the market and appetite for marketing technology has expanded rapidly in recent years, so too has the IT department's familiarity with purchasing, implementing and maintaining marketing solutions. With this trend showing no signs of reversing course, IT teams would be well served – and would better serve their organizations – by building a marketing technology stack that natively integrates with Microsoft Dynamics.

Maximize the Investment in Microsoft Dynamics

A company's investment in Microsoft Dynamics is not an insignificant one, either in terms of budget or resources. It is also often part of an organization's commitment to a broader Microsoft infrastructure. IT teams can maximize the business investment in Microsoft technology with a native marketing technology solution that leverages the power of the Dynamics platform and Microsoft's Common Data Service. By partnering with a vendor that aligns with Microsoft technology and is committed to growing with it, marketing solutions can help organizations realize a greater value and ROI from Dynamics, Power Platform, Office 365 and other Microsoft solutions.

One particularly valuable aspect of marketing technology that is natively built in Dynamics is that it can increase adoption and use of CRM. With essential marketing tools at their fingertips right within Dynamics, marketers will adopt and use CRM far more frequently. And with marketing technology often having uses outside of marketing – think communications for customer service, HR, training and others – the user base for CRM within an organization expands even further.

Simple Set Up and Support

For IT teams that have experience implementing marketing technology, the process for a platform natively integrated with Dynamics may come as a surprise. Install and implementation happens in minutes, not hours or days. Updates are also simple and fast because with the technology built-in to Dynamics, there is no integration to break during updates. This reduces the time and cost associated with implementation and ongoing support of your sales and marketing stack.

This set up also allows IT to support marketing and sales on one platform. And with a native marketing solution dedicated to Microsoft Dynamics, you can ensure that the staff at such a marketing technology vendor will be well-versed in both their marketing technology and Dynamics, thus being better able to support an organization's IT when the need arises.

Only 8% of marketers feel that their marketing technology has been implemented well
- Oracle

Build Robust Solutions for Internal Users

While the plug-and-play nature of a CRM-native marketing solution is appealing in terms of ease and efficiency, it might also sound stifling to IT professionals who enjoy flexing their technical skills and creativity to build custom solutions to best serve user needs. However, a marketing solution that is built on the vast Microsoft ecosystem allows IT to provide powerful, robust solutions to sales and marketing while utilizing and growing Microsoft technical skills and knowledge.

The IT team can tap into their Common Data Service and Power Platform skills to build and customize solutions for marketing and sales. Likewise, they can leverage Common Data Service and Power BI skills for reporting. Power Apps allows for building solutions to meet specific company needs that utilize marketing and sales data.

The Value of Native CRM and MarTech Integration for Marketing

While marketing was once more art than science, marketers today rely heavily on data and technology to reach their audiences, achieve their goals and meet executive expectations. As pressures to prove ROI on marketing efforts mount and as marketers are increasingly held to revenue contribution expectations, marketing technology that natively integrates with Microsoft Dynamics will become a necessity that delivers significant benefits.

Better Sales and Marketing Alignment

Today's business climate requires sales and marketing organizations that are not just aligned, they are integrated. As more businesses adopt and embrace the concept and practice of an integrated sales/marketing revenue organization, it is essential that sales and marketing share the same solution and database.

Marketing technology that is natively built in CRM delivers built-in alignment with sales because all sales and marketing activities are on the lead, contact and account records. All leads, whether generated by sales or marketing, are tracked end to end in a single platform, delivering visibility, accountability and access for all team members. This enables reporting on the impact of sales and marketing activities at every stage of the pipeline from one database, including marketing sourced leads, marketing influence on revenue and the effectiveness of integrated sales/marketing campaigns.

In 36% of organizations, marketing and sales have fully joined KPIs - Kingpin

More Robust Personalized Marketing

Gone are the days of batch-and-blast marketing. Consumers today expect personalized experiences from brands. A marketing solution that is natively integrated with CRM can deliver more robust, effective and efficient personalization than a non-native solution.

Native marketing technology has access to all the data in CRM, enabling advanced targeting and personalization utilizing any data from any entity in CRM. With Microsoft Dynamics and a native marketing solution, users can take advantage of the full Power Platform ecosystem to strengthen marketing initiatives – extend, customize and create workflows on sales and marketing data to execute classic Dynamics workflows, Power Automate, Power Apps and more. Users can also integrate sales actions such as assignments and sales activities based on marketing activity or as part of a marketing campaign. This creates the ability to have a single Dynamics campaign track sales and marketing activity – online and offline – for a complete picture of all activity and effectiveness that is not possible without native marketing technology.

No Syncing Means No Breaking or Waiting

Data silos and moving data between systems can be one of the most significant, frustrating and persistent challenges for modern marketers. As the MarTech stack has grown in recent years, the integration and assembly of the stack has become too complicated, resulting in disparate and disconnected systems and processes.

A CRM-native marketing technology solution eliminates those challenges. It provides all the robust functionality marketing teams need without the time, stress and cost associated with integrating data between MarTech and CRM. An easy integration for IT is in turn easy for marketing. Upgrades are simple and automatic. Long mapping integration projects, data synching error conversations and time-consuming software upgrade initiatives become a thing of the past.

> *Founded in 2010, ClickDimensions is the leading marketing platform for Microsoft Dynamics, with more than 3,700 customers around the globe and a partner network that spans 76 countries today. As The Marketing Cloud for Microsoft Dynamics™, ClickDimensions is redefining how marketers work and attain results with the only unified marketing technology, analytics and services platform in the market – made exclusively for and natively built within Dynamics.*
>
> *To learn more, visit us at clickdimensions.com or follow us on Twitter at @ClickDimensions.*